

1960 COMPETITION

RESTAURANT

DESIGN THE IDENTIFICATION SIGN FOR THIS RESTAURANT



This restaurant is located in the middle of the block on a six-lane street on the edge of a suburban town leading into a large Middle West city. There is heavy auto traffic in both directions, but only light pedestrian traffic.

The building is visible for considerable distance in both directions as there are only one-story stores in the rest of the block. None are real close to the restaurant which has about 25 feet of open space on each side for entrance and exit of cars.

The main entrance is under the canopy to the left of the auto entrance which leads to a large parking area in the rear. Cars are delivered to this spot for exit, but there is also an exit drive at the left end of the building.

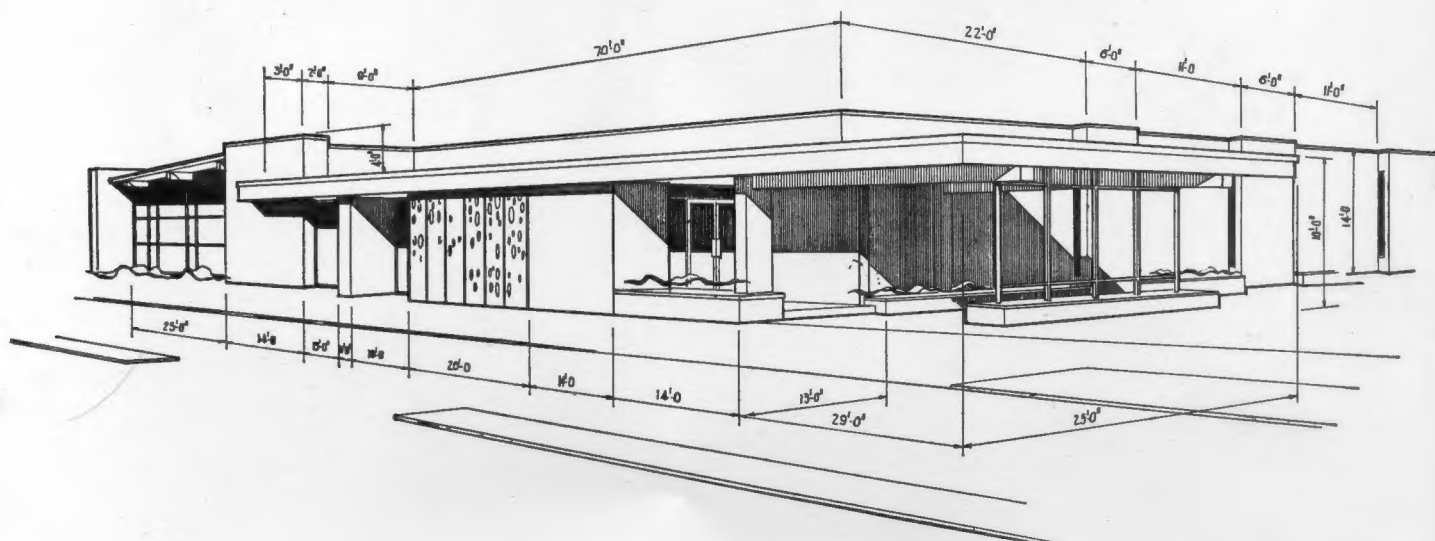
The restaurant is a high calibre service type with no "take out or drive in" facilities, and is open from 11 a.m. to 2 a.m. daily. It was recently enlarged and now has three private dining rooms and a banquet area in addition

to the general dining room, bar, and cocktail lounge. Total capacity is 600 and average annual business is estimated at about \$800,000.00.

The building is of steel frame construction with masonry exterior finished in cream color glazed brick. The front is decorated in Lannon stone with a limestone screen treatment in front of a planter visible from inside. The glass double entrance doors are framed in aluminum. The wall next to the main entrance has a mosaic tile motif of trees with beige and turquoise accents on an ivory field.

The canopy is supported on steel I-beams with wood facia painted pastel green and tar and gravel roofing. The glass wind screen under end of canopy is set in a Lannon stone planter and framed in wood and steel uprights painted to match facia.

The owner has requested an electric sign display on the building rather than a pylon-type sign.



First Prize

LYNDON R. LOCKREM
General Outdoor Advertising Co., Inc.
Chicago



SPECIFICATIONS

The double face display consists of two 6'-0" x 9'-0" plastic panels, one white and one turquoise, with internal illumination by means of high-output fluorescent lamps. The word, "Beverly" is flat cut-out coral plastic letters ranging in height from 5'-6" to 2'-0". The "Restaurant" letters are 2'-6" and made of flat cut-out white plastic.

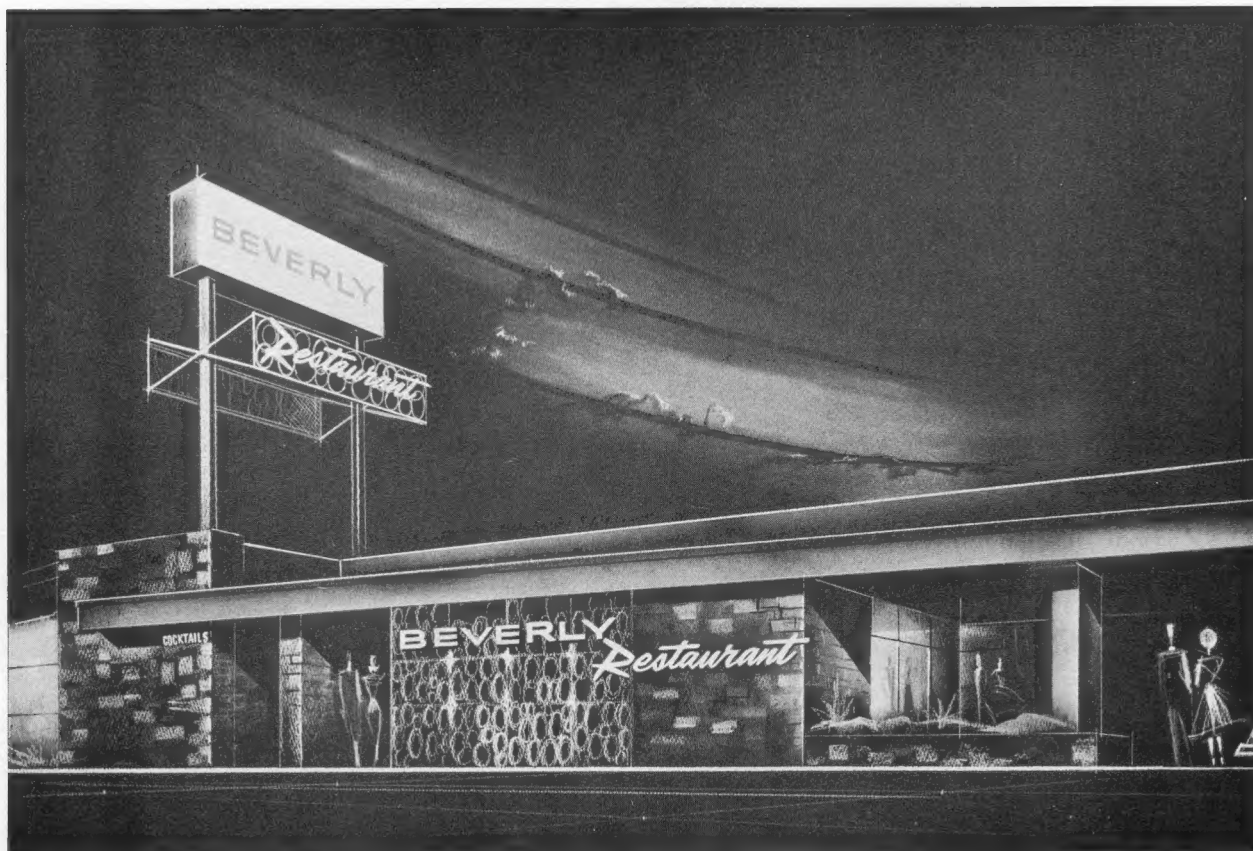
The clock is faced with black painted metal. The

numeral symbols and hands are Neon tubing. The height of the clock is 15'-0", with the overall height of the display being 35'-0" above ground.

The directional sign below the canopy is 5'-6" x 2'-0" with 1'-0" letters and chevron. This sign is also double faced with interior illumination of H-O fluorescent lamps. The arrow is flat cut-out turquoise plastic. The background is white plastic with black painted horizontal stripes.

Second Prize

MILLARD F. SESSIONS
QRS Neon Corp., Ltd.
Los Angeles, Calif.



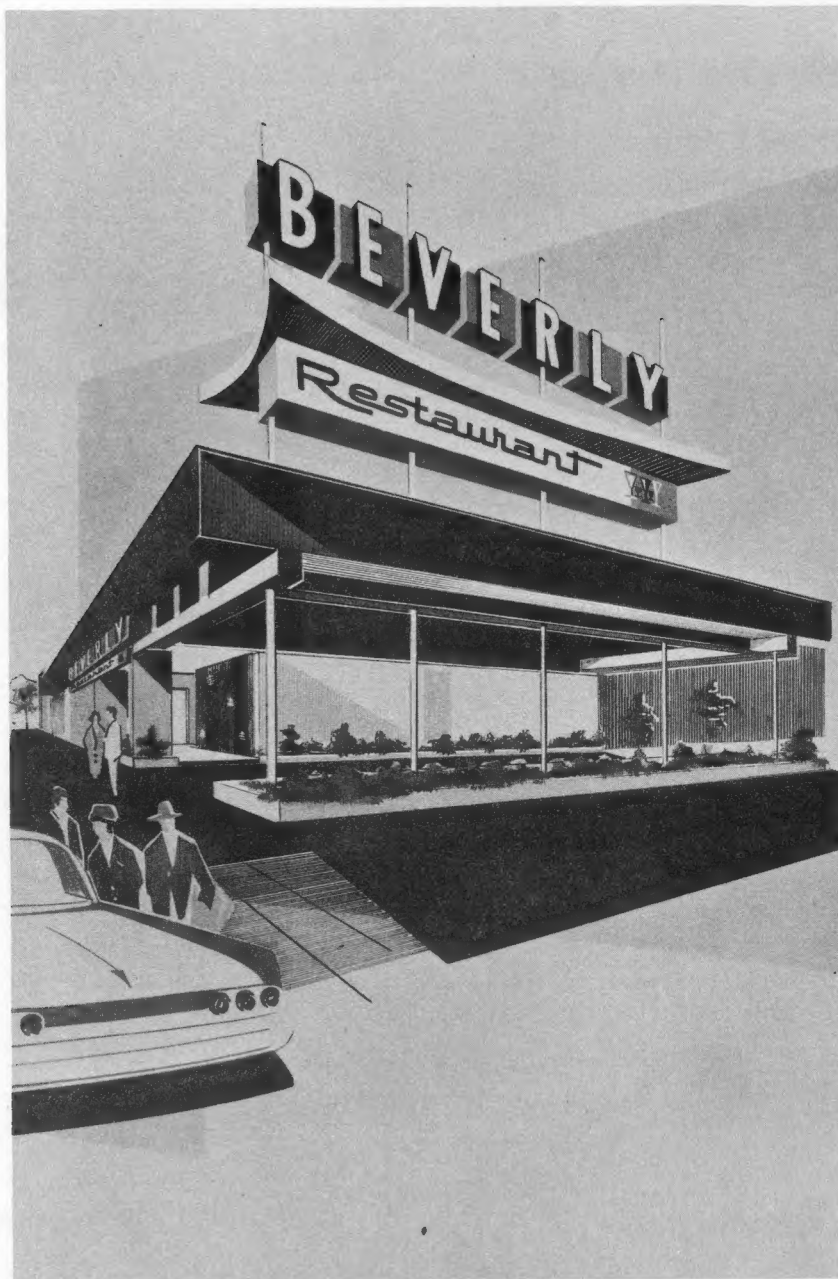
SPECIFICATIONS

Large double-faced plastic sign is 6' x 12' x 2' and its top is 29' above the roof. Plastic background is white with "Beverly" 20" high and in red flat cut-out plastic letters. Metal edges are yellow baked enamel. Six feet below this unit are two 4' x 10' expanded metal panels. These panels are held out from the two supporting wide-flange beams, 4' on each side, by crossed angle irons. Edges of these panels are held stiff by an angle iron frame and raceways, top and bottom. On the outer surface of the expanded metal are mounted rings of Neon tubing of various colors and diameters. These rings are illuminated on a scintillating flasher. The expanded metal background and raceways are painted dark

green. Pegged out over the Neon rings 4" are the white script letters from 36" to 18" reading "Restaurant." This lettering is on an On-Off flasher, and are plastic face, illuminated with two rows of tubing.

On the face of the front elevation are letters reading, "Beverly Restaurant". The "Beverly" is 18" letters mounted on a concrete screen with electrodes running to the raceway behind it. These letters are red plastic-faced, channel, with two rows of tubing for illumination.

"Cocktails", is plastic - faced green channel mounted, under the canopy with one row of tubing for illumination. They are 12" high.



Third Prize

KLAUS DAVE MAIBAUER
Neon Products of Canada, Limited
Vancouver, Canada

SPECIFICATIONS

Pylon size 20' x 25' and supported by four of the existing poles on the entrance side, reinforced and picked-up to carry the double-faced display.

"Beverly" is 4' sheet metal letters, 8" channel, having white plastic faces. Illumination by slimline lamps mounted in the individual sheet metal boxes. "Restaurant" is 15" to 9" cut-out dark grey plastic

letters mounted on illuminated white plastic background.

The face of the display roof is made of illuminated white plastic.

The single face entrance display is 33' x 3' suspended from overhanging roof. "Beverly" is 12" and "Restaurant" is 6".

Fourth Prize

JOHN E. WILSON
Electrical Products Corp.
Oakland, Calif.



SPECIFICATIONS

"Beverly" spelled in individual cabinets of 48" height, 36" width, and 15" thickness. The bottoms and faces of the cabinet are white plastic with 36" raised block, black plastic letters. Sides and top are sheet metal painted olive green with 9" space between cabinets. Illumination by 3-48" slimlines in each cabinet. Overall length is 25'-6".

"Restaurant" is 15" pan channel letters painted

white inside and outside, with two rows of red tubing on 60 m. a. The cabinet is 24" high, 23' long and 15" thick, with the sides, top and bottom painted orange and the face painted charcoal.

Two blade-like beams, painted gold, are 14' high and the center-pole is 24" in diameter and 22' high, also painted gold. At each end of the "Beverly" sign are bent wrought iron ornamentations painted gold.

Honorable Mention

BOB JENKINS
Electrical Products Corp.
San Bernardino, California



SPECIFICATIONS

V-shaped display erected on roof and canopy structure. Overall dimensions are 24 feet high and 14 feet wide.

"Beverly" is 30 to 12 inch pan channel letters with flat cut-out white plastic faces. The channels are painted white inside with outside edges painted charcoal grey. Illumination is indirect using two rows of 4500° white tubing. Letters mounted on 2'-3" x 12'-0" sheet metal cabinets painted spice brown.

"Restaurant" is 18" flat cut-out black plastic letters on yellow plastic background. Indirect illumination by slimline lamps. The 2'-6" x 14'-0" cabinets are painted to match color of plastic background.

Spires are painted white and illuminated by nine 100 watt spots.

Canopy signs are single face plastic having dimensions of 1'-8" x 8'-1" and illuminated by slimline lamps. Cabinets and retainers are painted to match plastic faces.

"Cocktails & Dining Rooms" are 9" to 7" high letters of flat cut-out black plastic on flat white plastic background.

"Banquet Area & Parking" are 9" to 7" high letters of flat cut-out black plastic on yellow plastic background. The arrow is flat cut-out black plastic on flat white plastic background.

Honorable Mention

NORWOOD CATON
Electrical Products Corp.
Los Angeles, California



SPECIFICATIONS

"Beverly" is 2'-6" to 6'-0" white pan channel letters with yellow plastic faces illuminated by two rows of white tubing on 60 m.a. The size of the panel is 6'-0" x 22'-0" and is metal decking painted red-orange.

"Restaurant" is 1'-0" flat cut-out red plastic letters on flat white plastic background indirectly illuminated by slimlines. The panel size is 2'-2" x 22'-0" and is painted white.

The ornamentation is three-30" diameter balls made of six flat metal fins painted white, light blue, and yellow-gold.

The "Beverly" panel in the canopy display is 3'-1" x 20'-0" and is made of alternate panels of flat white

and yellow plastic illuminated indirectly by slimline lamps. The letters are 12" flat cut-out black plastic.

The ornamentation is three 8" diameter wooden balls painted light blue with the pipes being painted metallic gold.

"Restaurant" is 2'-0" to 4'-6" metal channel letters with red plastic faces illuminated by two rows of red tubing on 60 m.a. The letters are painted red to match the plastic.

"Cocktail" sign is 1'-0" x 5'-1" having six inch letters of flat cut-out black plastic on flat white plastic. Illumination is indirect by means of slimlines. Flat metal cabinet is painted metallic gold.

Honorable Mention

BILL McDOUGALL
General Outdoor Advertising Co.
Minneapolis 4, Minnesota



SPECIFICATIONS

Overall size of main cabinet is 5'-6" x 16'-0". "B" cabinet is 26" and 14" fabricated metal letters with white plastic faces and illuminated by two rows of white tubing on 60 m. a. "Restaurant" is 18" fabricated metal channel letters with white plastic faces and illuminated with two rows of tangerine tubing on 30 m. a. "B" is an 18" plastic face cabinet reverse painted interior fluorescent illumination. Revolving

unit is located in lower cabinet for easy maintenance.

Entire canopy face is covered with a raceway for 12" fabricated plastic letters with three rows of tangerine tubing operated on 30 m. a. Underside has white plastic face with a power groove tube within painted flesh color. This floods walk and entrance with a warm glow of light.

Honorable Mention

GUY W. JOHNSTON
Electrical Products Consolidated
Boise, Idaho



SPECIFICATIONS

This is a one color design using 300 m. a. yellow. The letter sizes are 36", 20", and 10" of a single row of tubing mounted in pan channel letters. The cabinets are 4'-0" x 22'-0" and 2'-0" x 22'-0", painted light and floodlighted.

Honorable Mention

LEO FLYNN
Belsinger Sign Works, Inc.
Baltimore, Maryland



SPECIFICATIONS

"Restaurant" portion consists of an 18" x 98'-0" interior illuminated blue plastic strip with cut-out and superimposed white plastic letters illuminated with three rows of 425 m.a. slimline tubes.

Coffee pot is 10'-0" x 6'-0" overall with interior illuminated plastic, and painted flowers.

"Beverly" is in script channel type letters of 4'-6" to 2'-0" illuminated with 1 to 3 rows of 60 m.a. yellow tubing. The size of the porcelain enamel cabinet is 4'-0" x 16'-0".

Honorable Mention

TOD JANOWSKI
University of Illinois
Department of Architecture
Urbana, Illinois



SPECIFICATIONS

The design consists of a composition of three signs upon the roof of the restaurant. The design was derived from the monogram of the restaurant — "BR", and developed to resemble a contemporary designed knife and fork. In addition to the roof signs, the words "Beverly Restaurant" appear in red neon tubing on the canopy fascia, and the monogram design appears in bronze along the entrance walk.

The sizes of the three roof signs from left to right, are 17', 7', and 25'. They are made of horizontal

neon tubes.

The seven foot sign, with "BR" in red on a white saucer background is constantly illuminated. The 17' and 25' signs, with "BR" in white on a red background, flash repeatedly top to bottom in a three speed pattern—fast, medium, and slow, suggesting the sequence of a stopping car.

The bronze casting at the entrance way is illuminated by a yellow spotlight. The fascia sign of red neon, which is against black painted letters on a pastel green background, has constant illumination.



ELIOT L. L. PHOTO
STUDIO
SANTA ANA, CALIF.



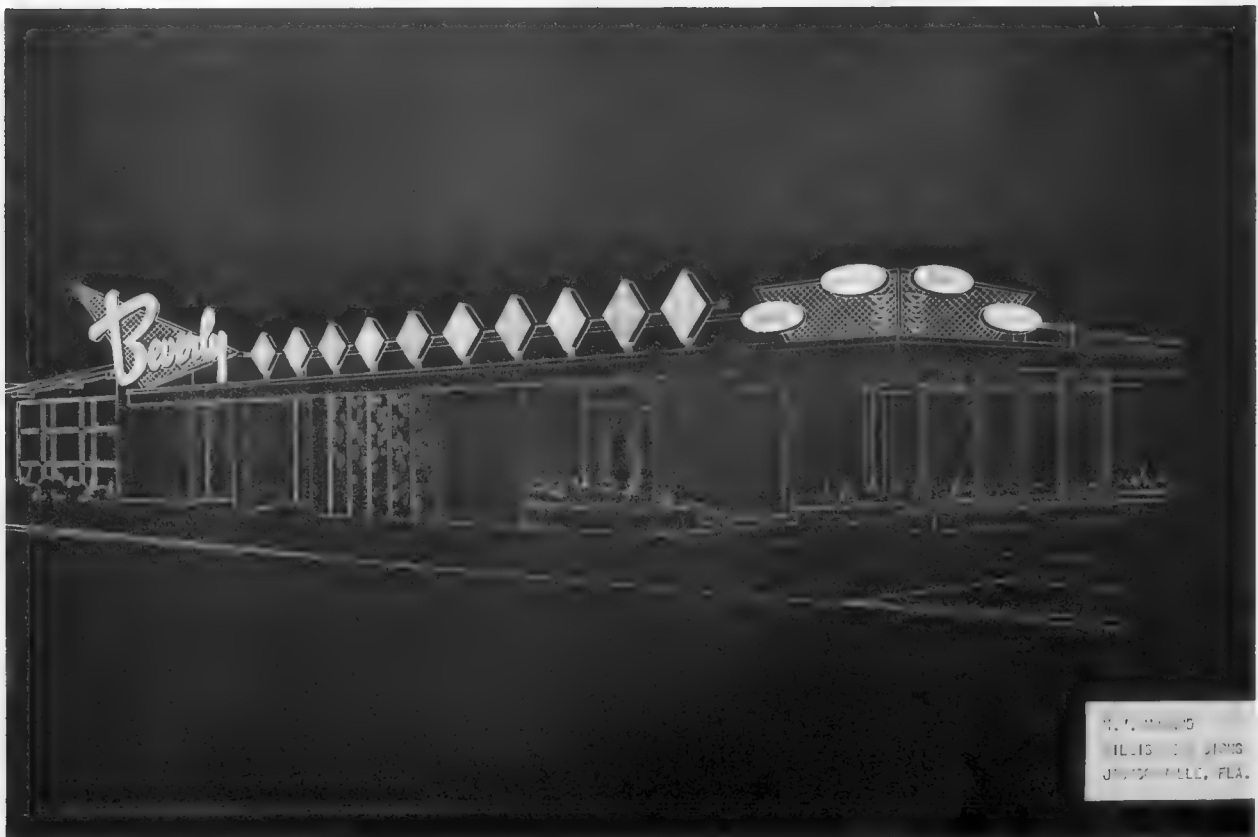
PAUL W. BROTH
BALTON & SONS, INC.
MEMPHIS, TENN.



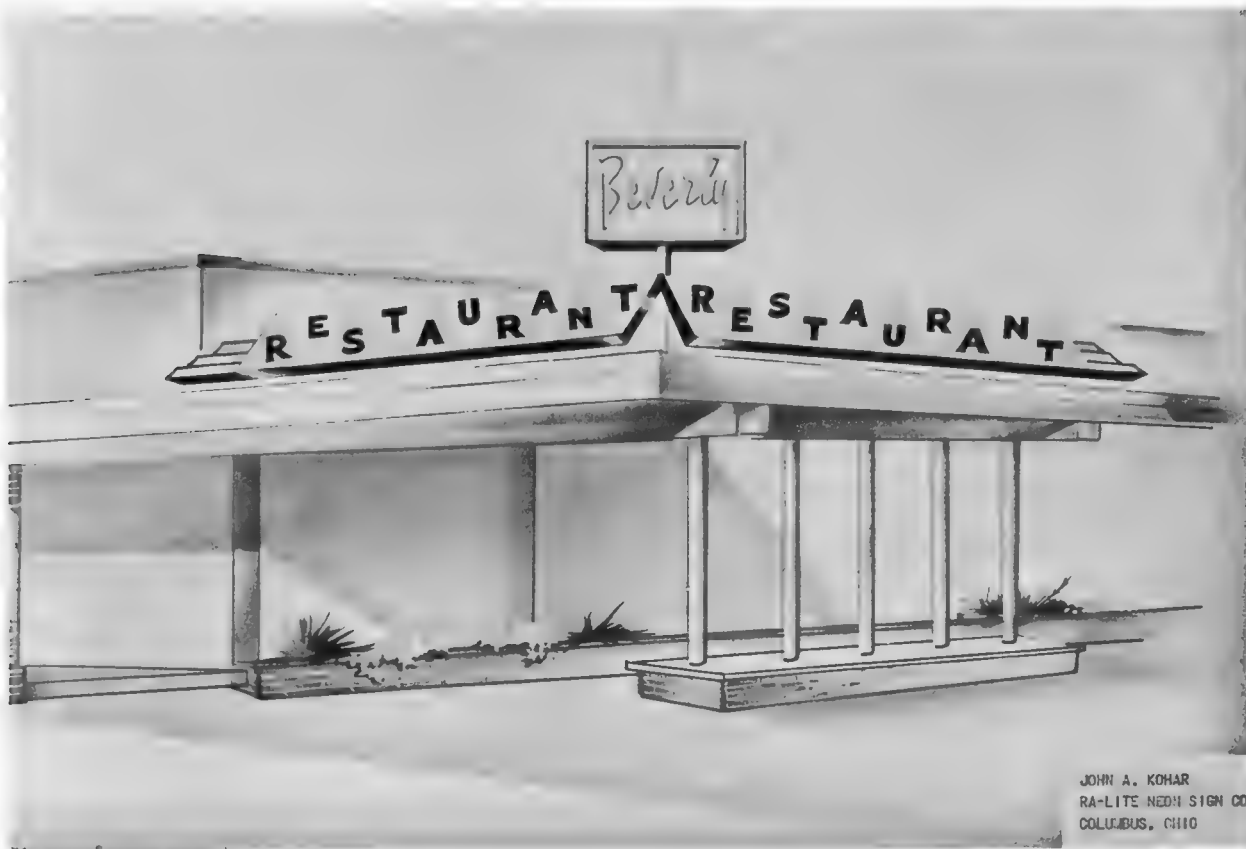
BEVERLY
RESTAURANT



BEVERLY
RESTAURANT



Barry's Restaurant
Jensen, Fla.















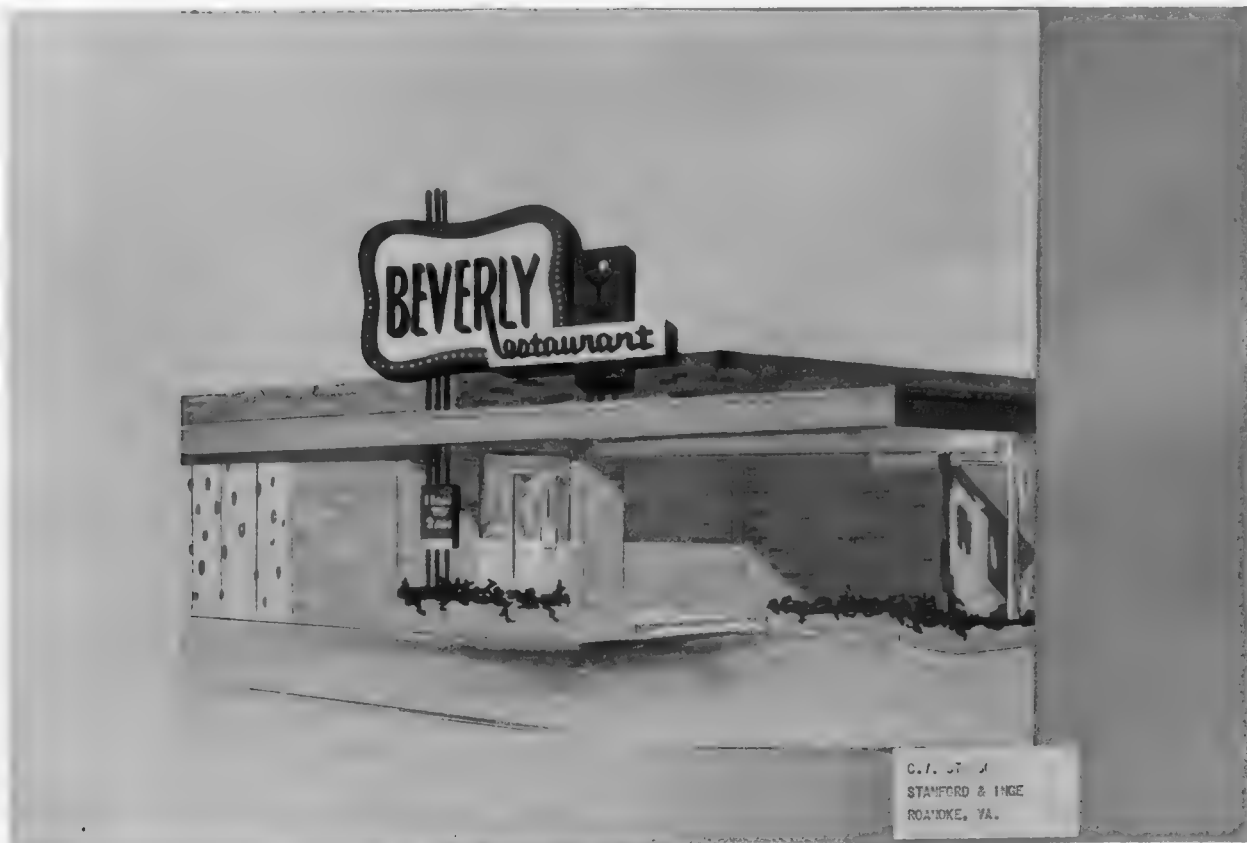
NATIONAL ELECTRIC SIGN ASSOCIATION

LEWIS & CLARK
1871-1872
CHICAGO, ILL.



JOHN A. KOHLER
DA-LITE SIGN CO.
COLUMBUS, OHIO









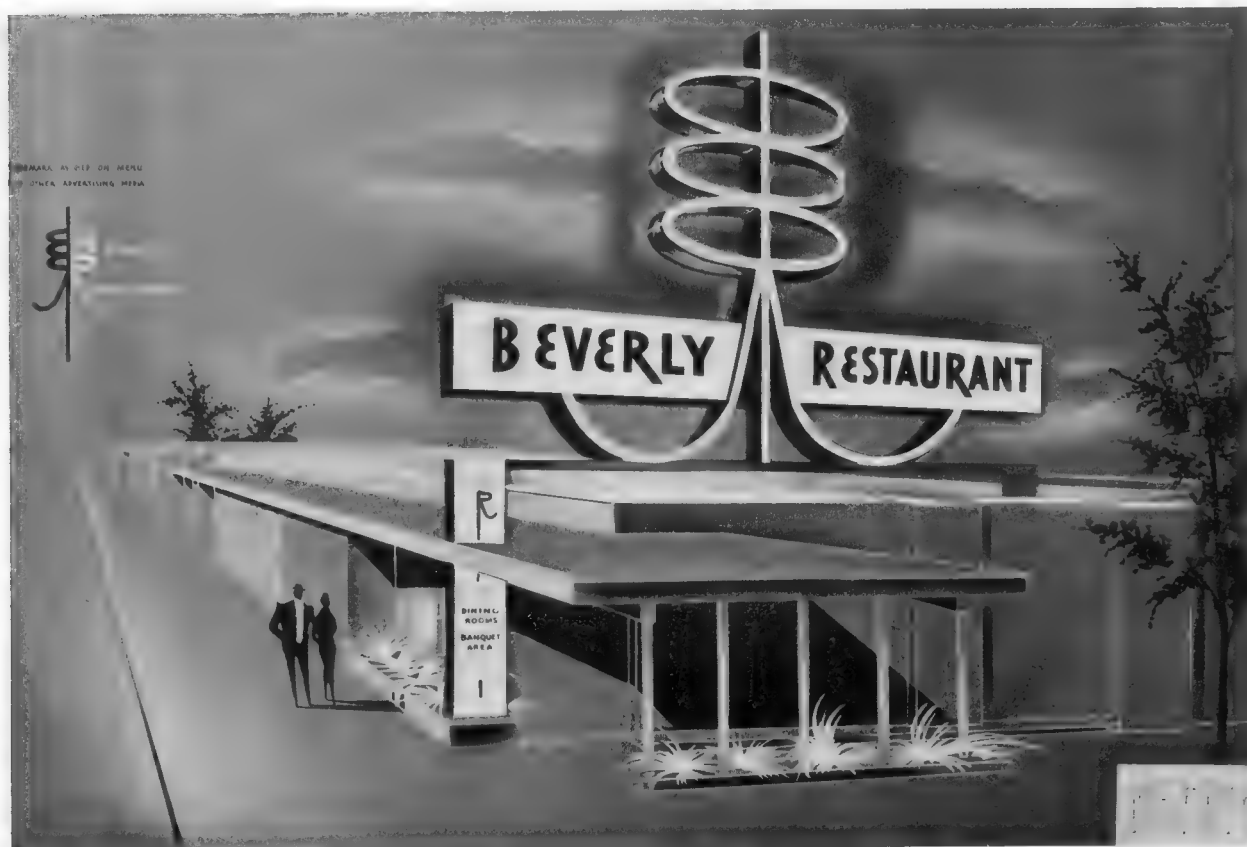




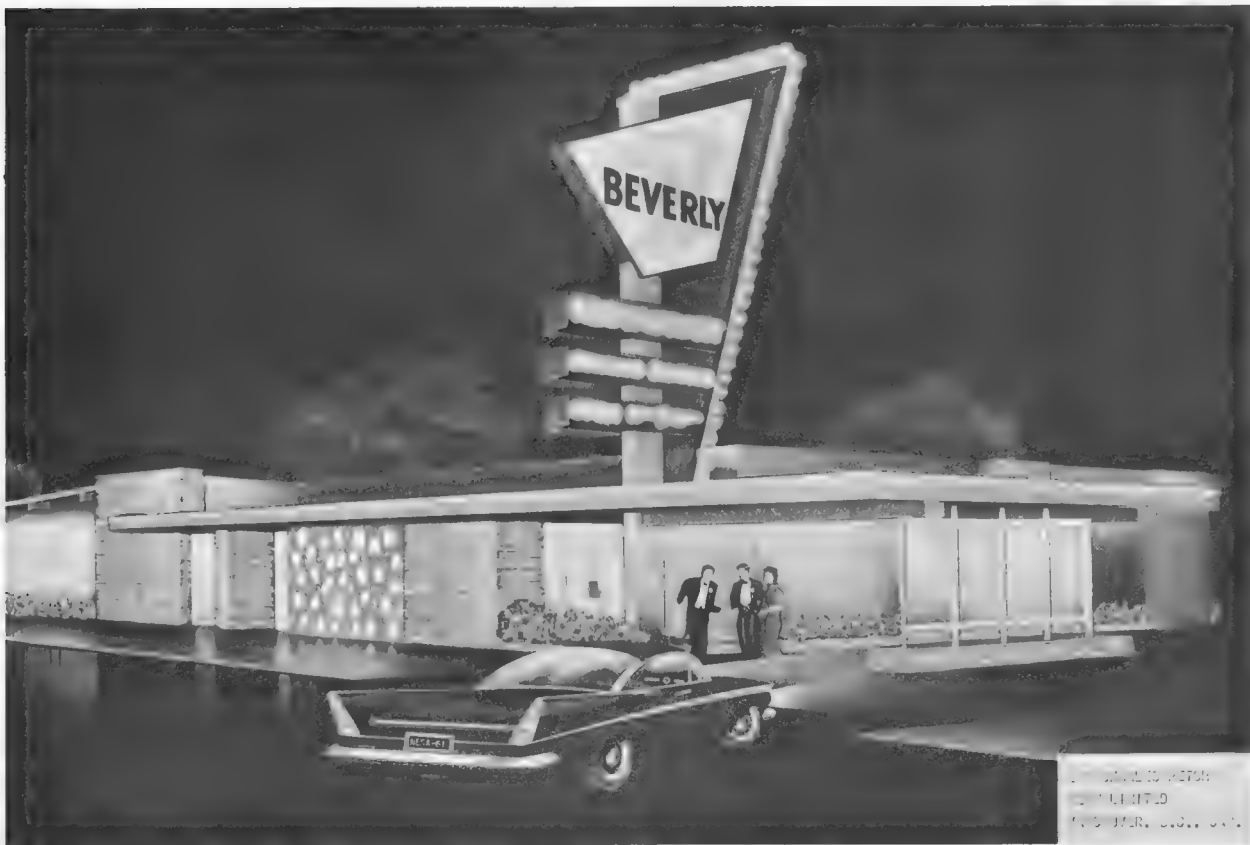












BEVERLY HILLS
RESTAURANT
1000 N. N. HIGHWAY
LOS ANGELES, CALIF.



BEVERLY HILLS
RESTAURANT
1000 N. N. HIGHWAY
LOS ANGELES, CALIF.



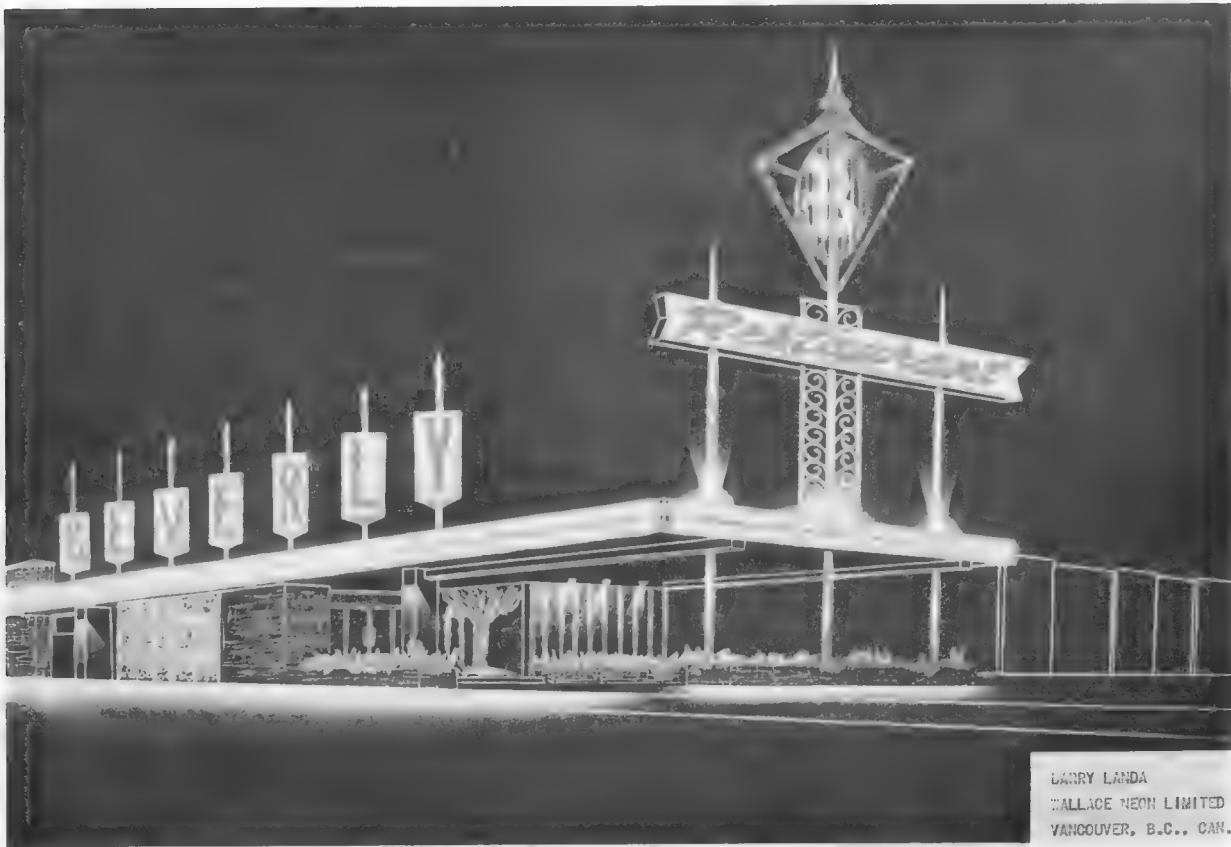
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HEATH'S OF HOLLY
LOS ANGELES, CALIF.

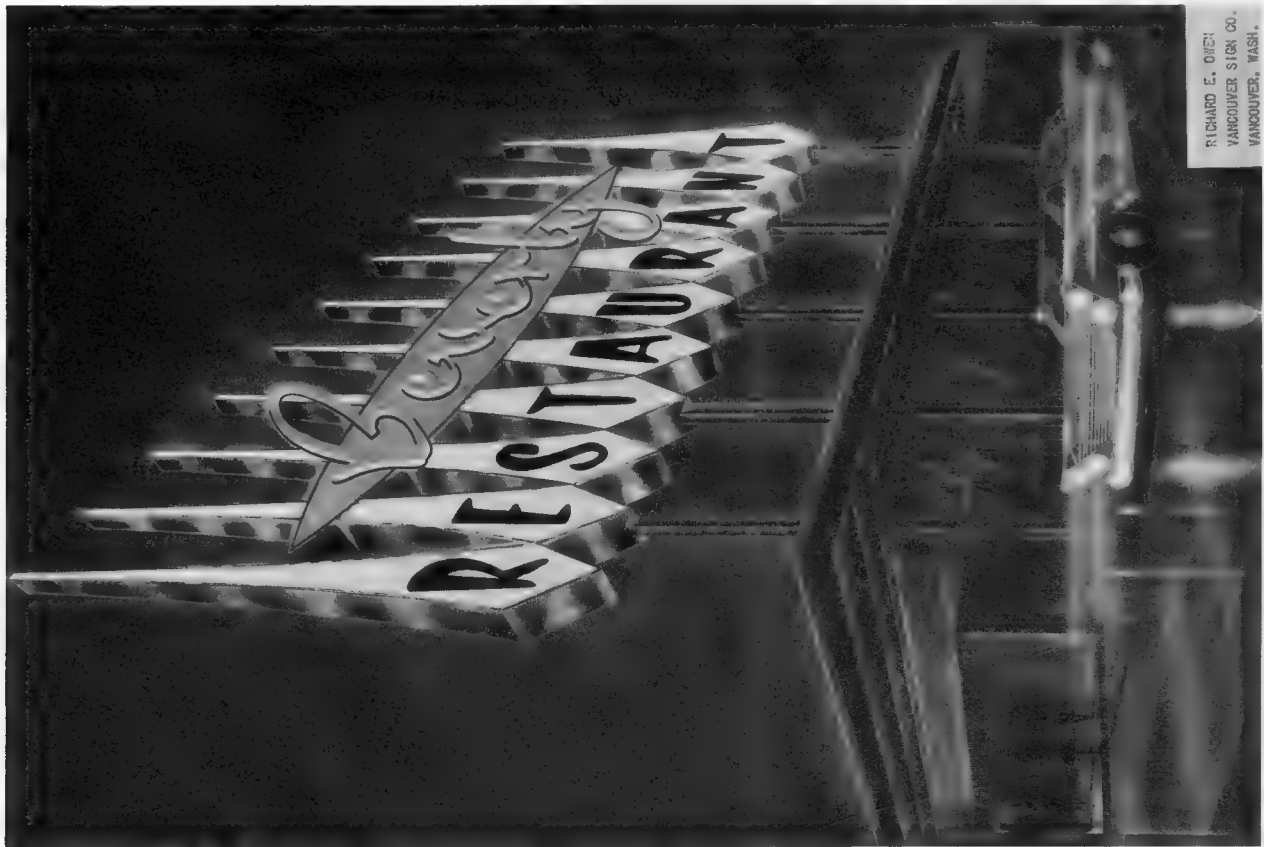


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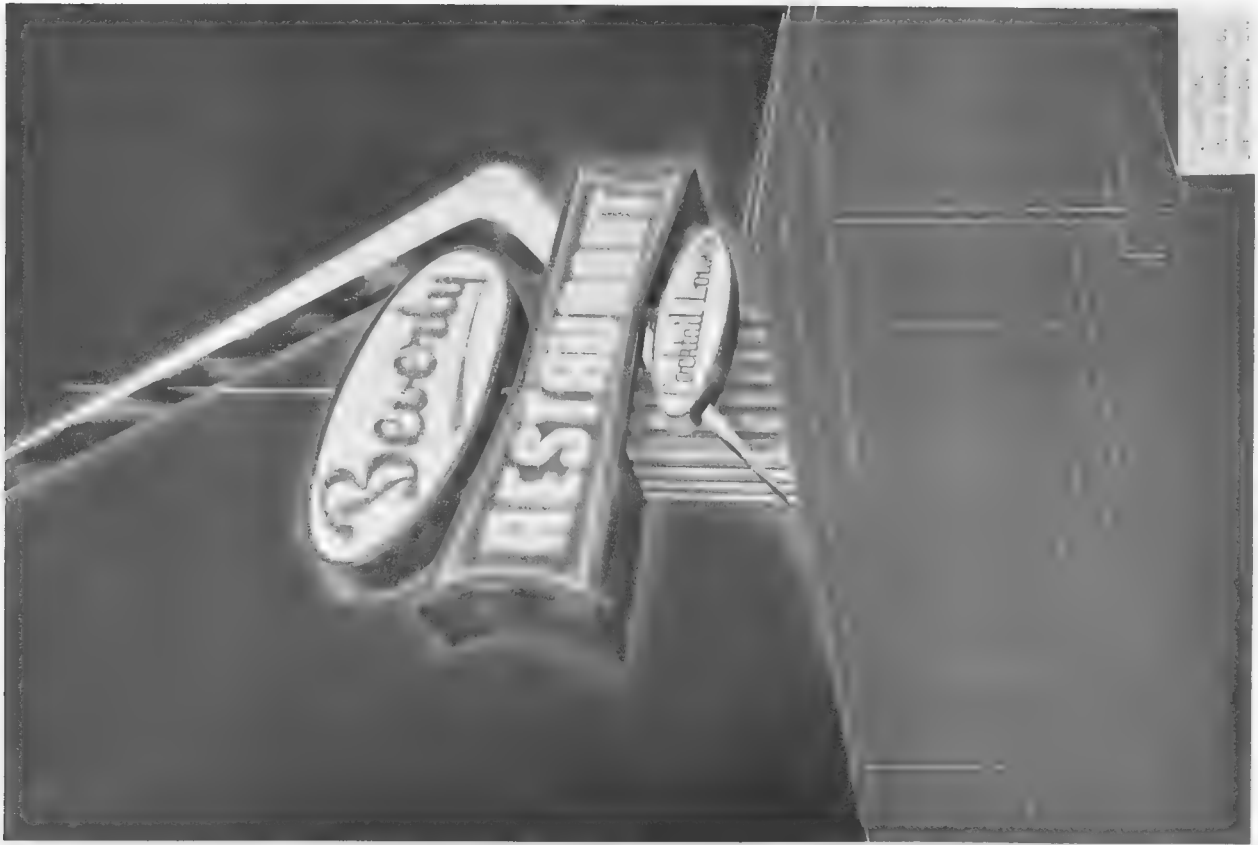


RICHARD E. OWEN
VANCOUVER SIGN CO.
VANCOUVER, WASH.



ROBERT RAY
R.E. SIGN SHOP
DETROIT, MICH.



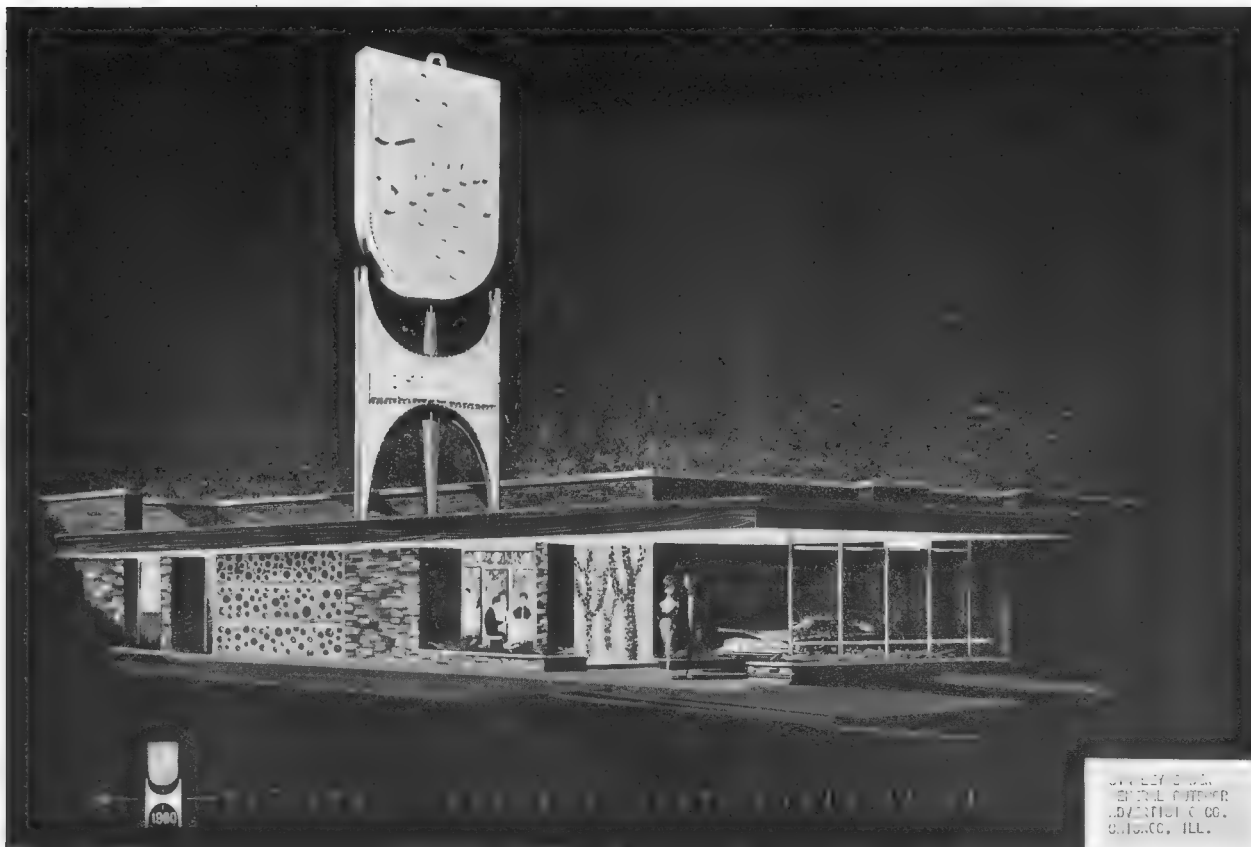


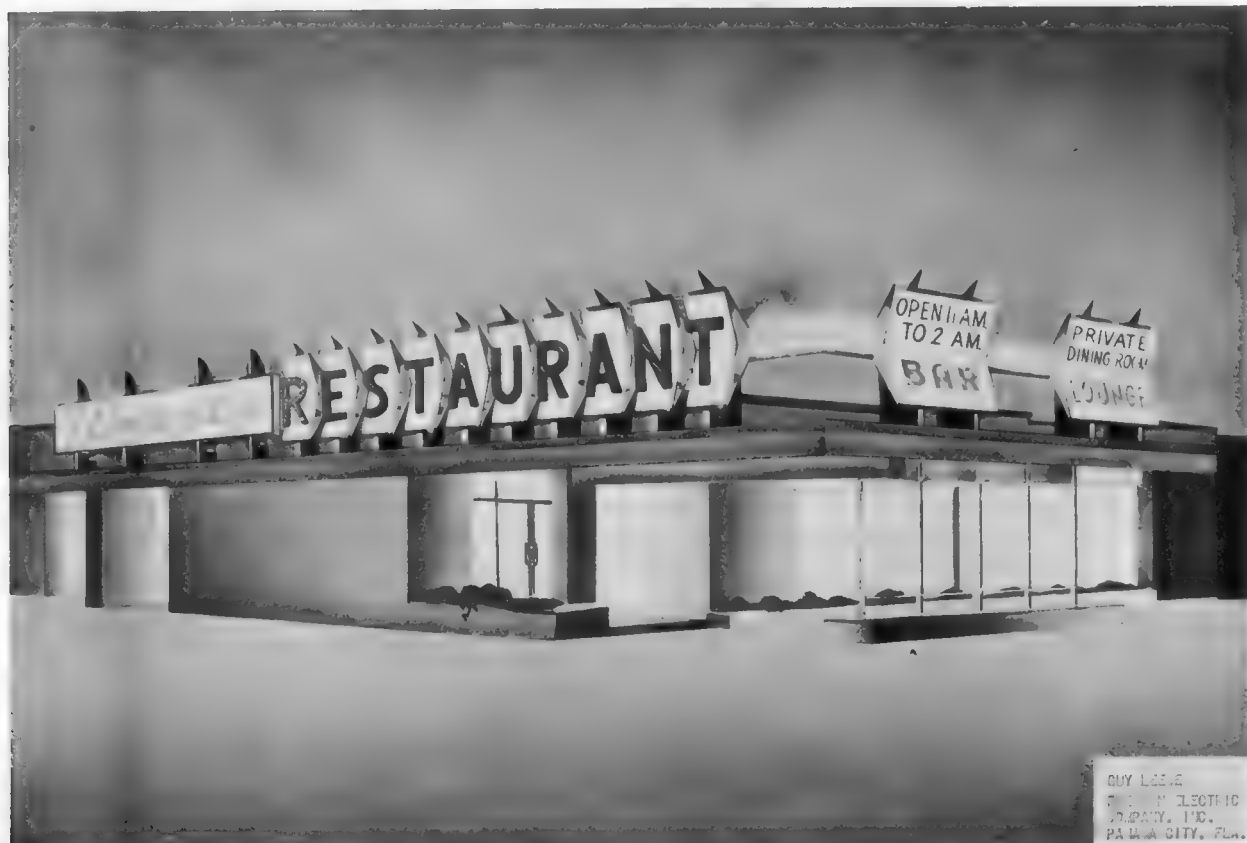
CHILLING
C.A. PIERCE, INC.
ROCKFORD, ILL.









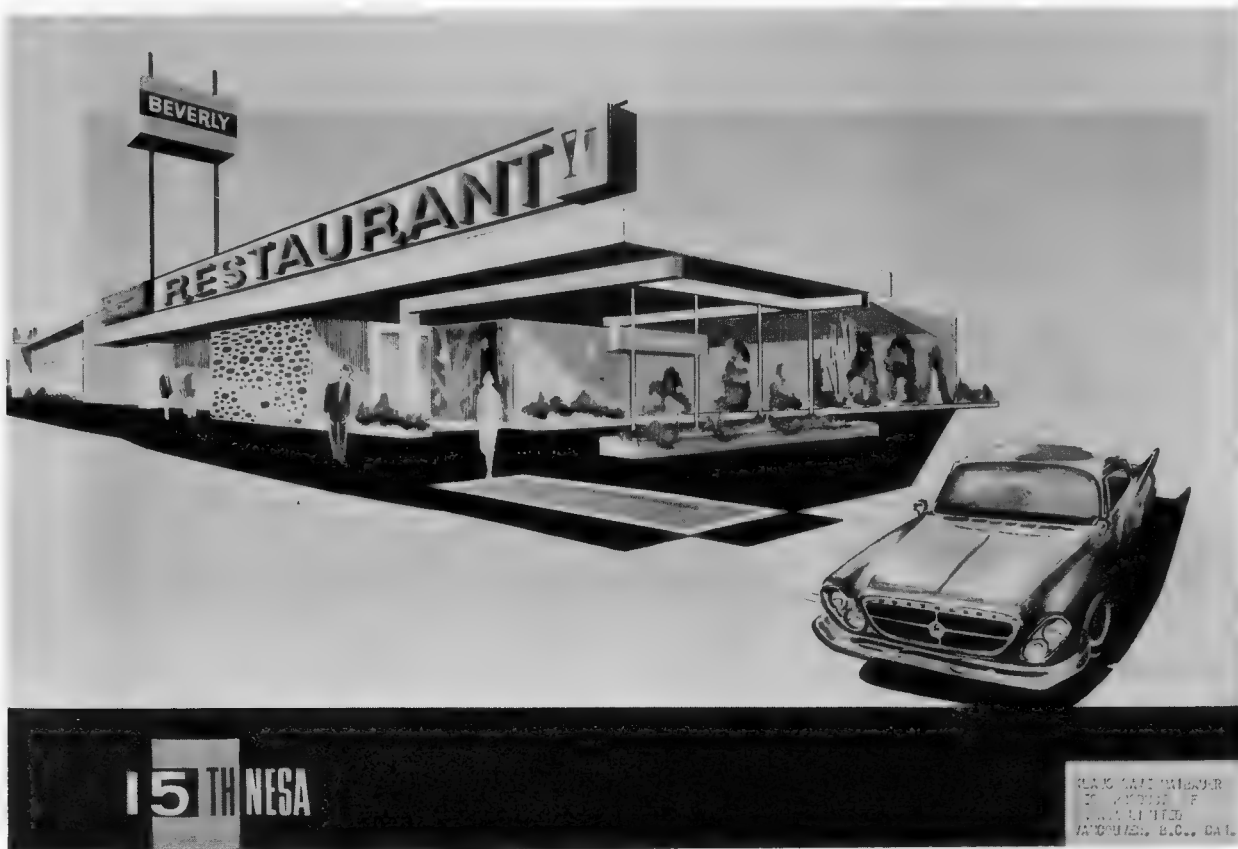




KELLY F. EPLING
NEON PRODUCTS INC.
LIMA, OHIO

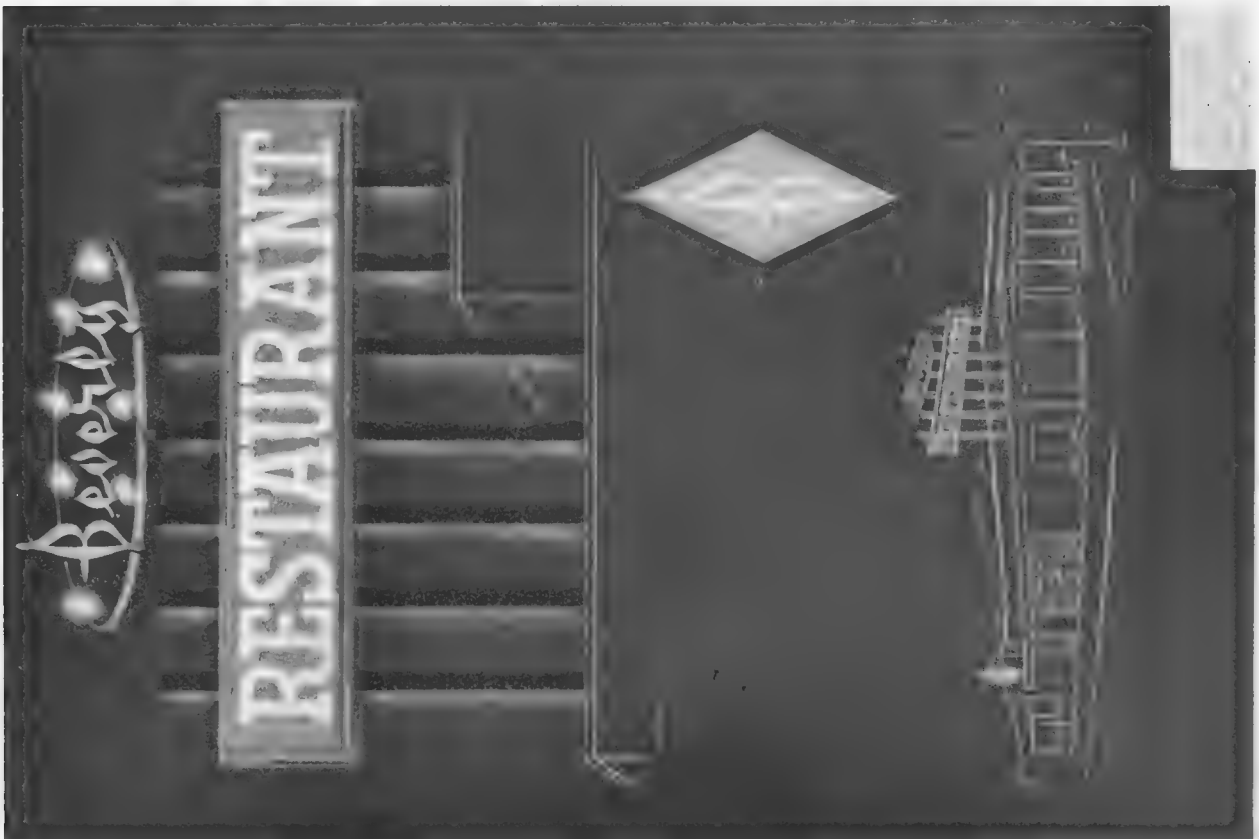
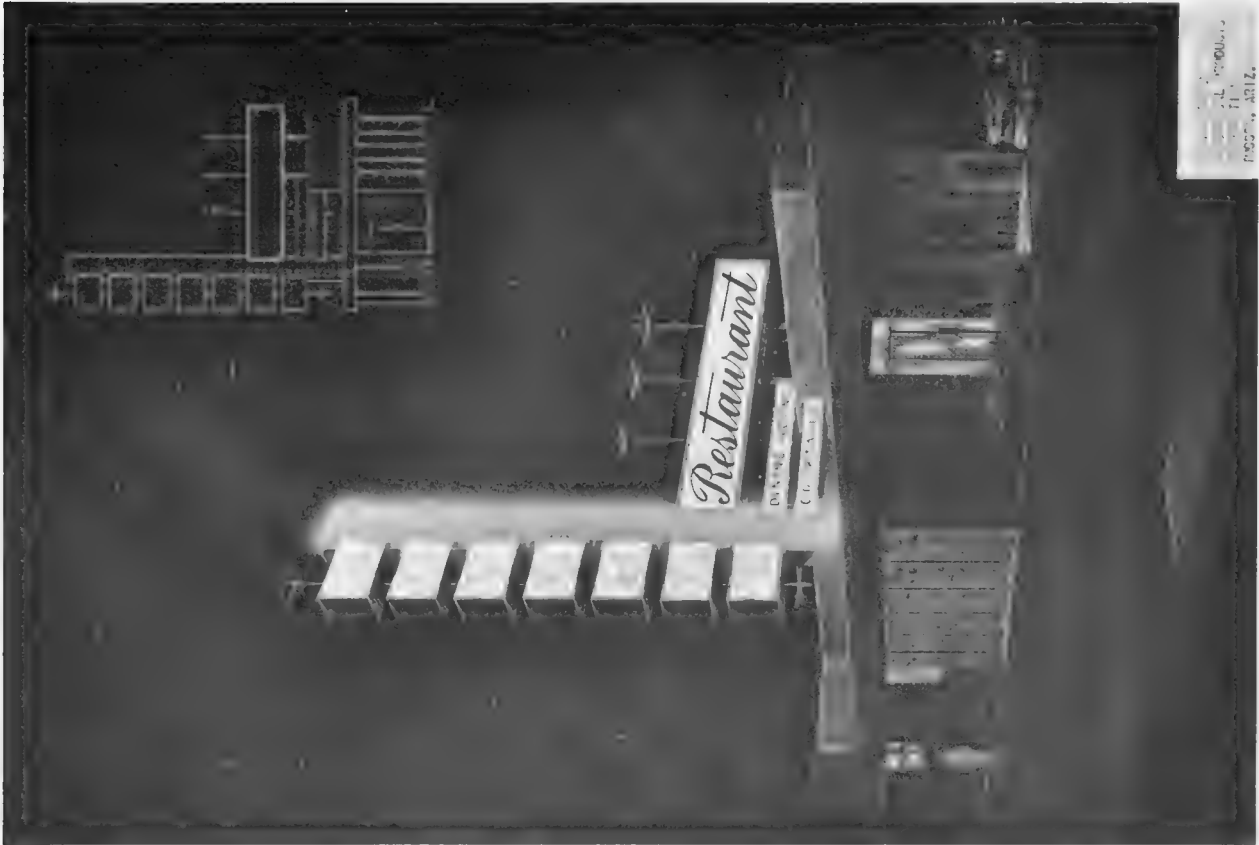


LA AR OUTDOOR ADV.
BATON ROUGE, LA.















JOHN P. BROWN
ARCHITECT
NEW YORK, N.Y.



JOHN P. BROWN
ARCHITECT
NEW YORK, N.Y.





CHARLES F. TERRY
THE A. TERRY CO.
CHICAGO, ILL.



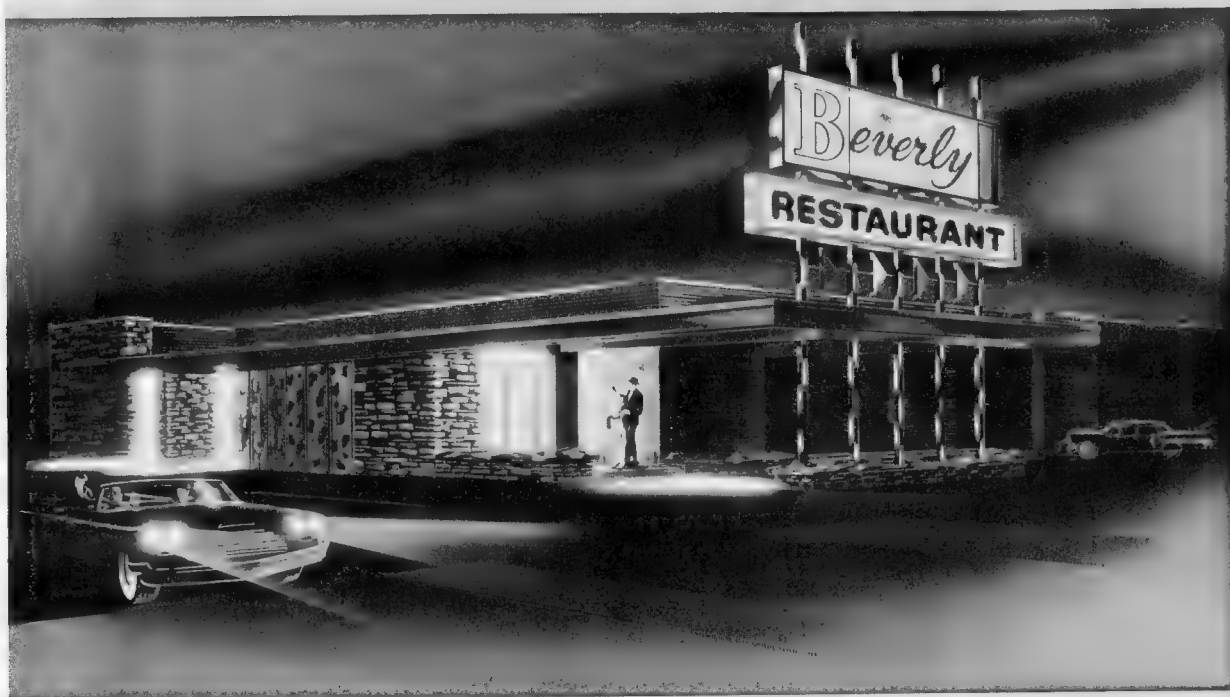
CHARLES F. TERRY
THE A. TERRY CO.
CHICAGO, ILL.



LEVEE
RESTAURANT SIGN
BALTIMORE, MD.



R-BAR
RESTAURANT SIGN
SEATTLE, WASH.



ROLAND P. ALEXANDER
GENERAL OUTDOOR
ADVERTISING CO.
JACKSONVILLE, FLA.



SIDNEY RUBIN
MC BRIDE SIGN CO.
PITTSBURGH, PA.



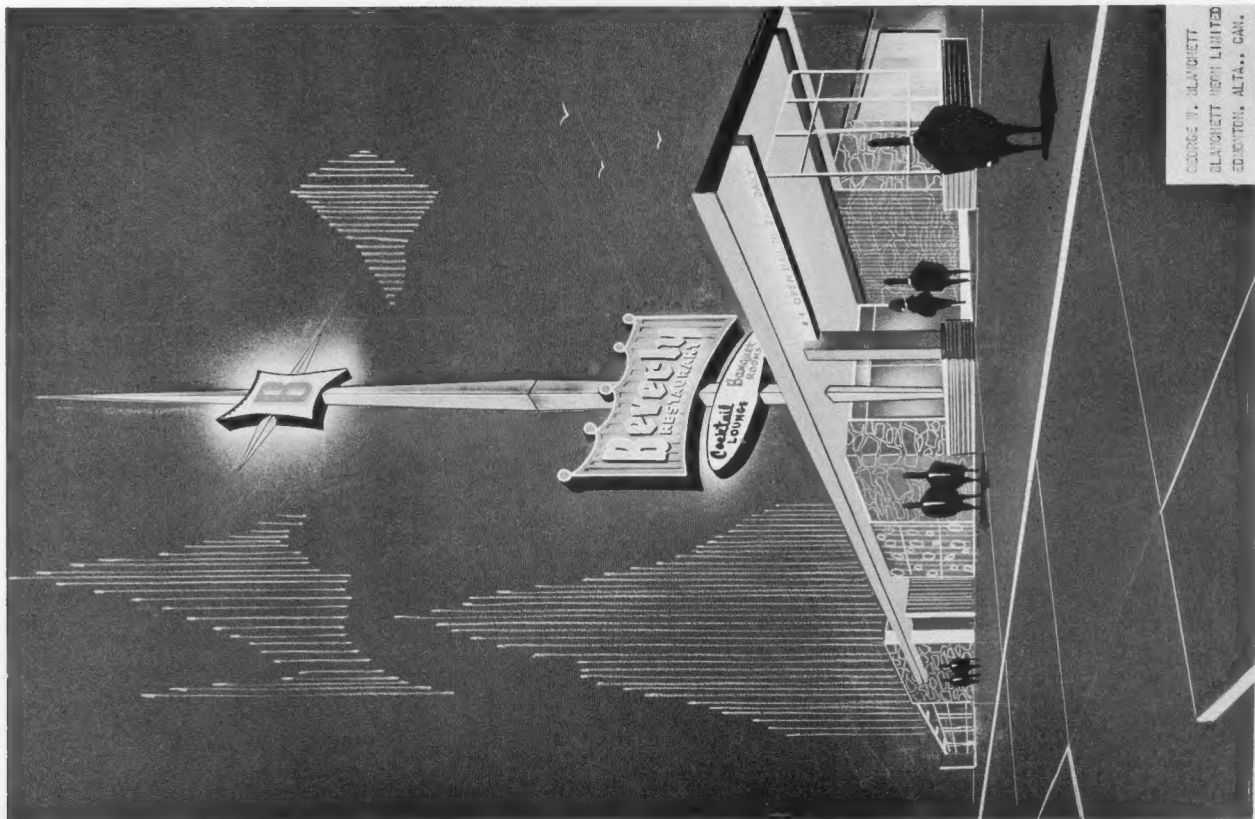
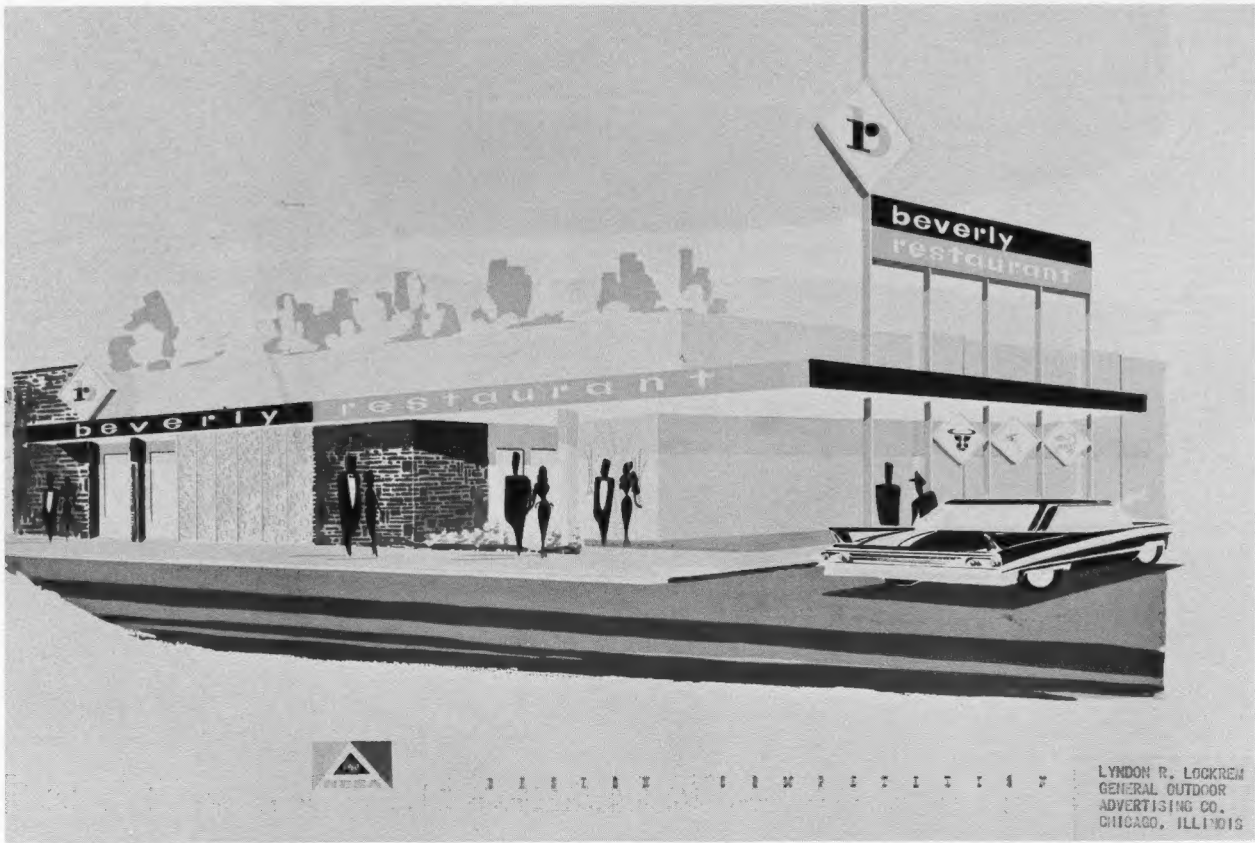
RICHARD E. OHRE
VAN DUSEN SIGN CO.
FARMERS, ILL.

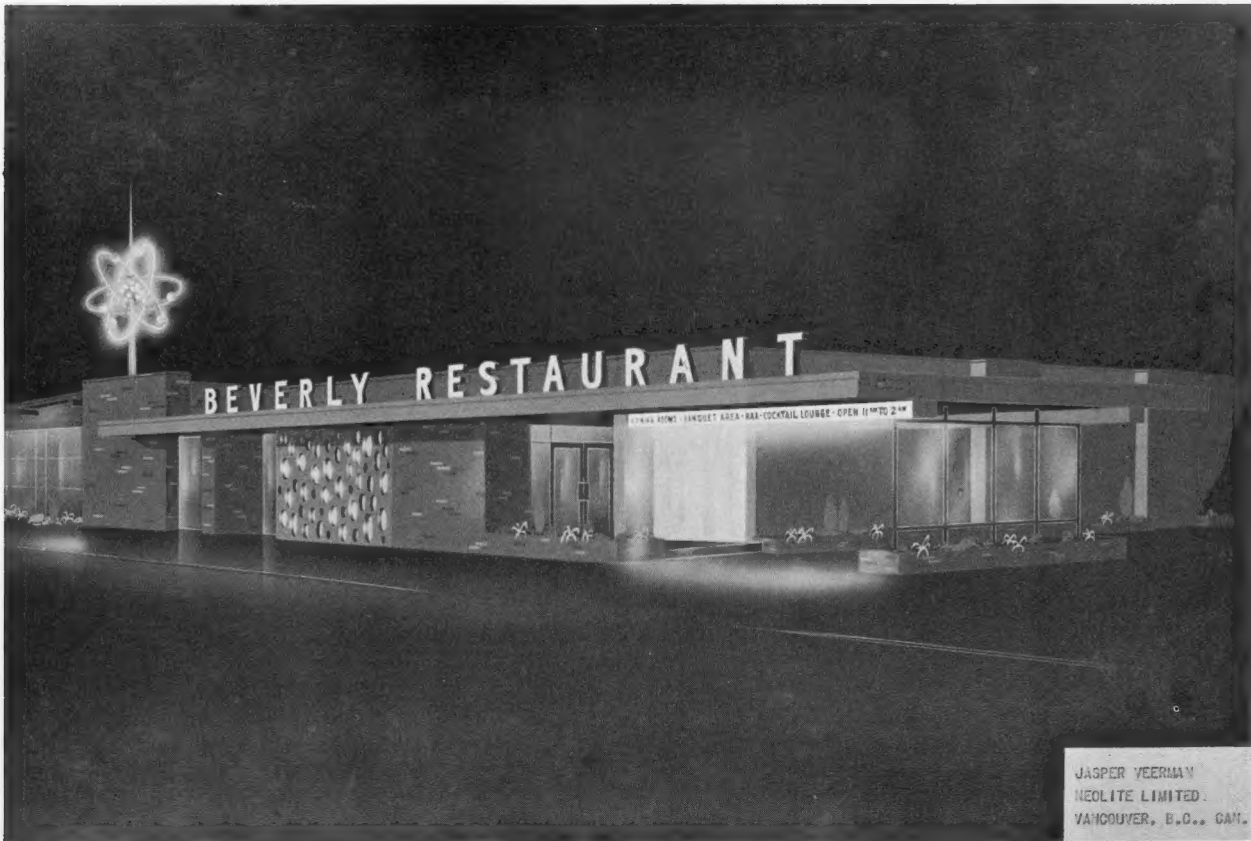












JASPER YEERMAN
NEOLITE LIMITED
VANCOUVER, B.C., CAN.



JOHN T. MEDLEY
ELECTRICAL PRODUCTS
CORPORATION
LOS ANGELES, CALIF.



